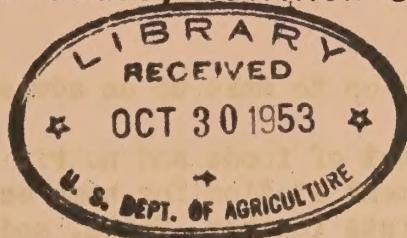


Let's Talk Extension Nutrition



With Evelyn L. Blanchard, Nutrition Specialist



October 2, 1953

For your information

TV COMMITTEE OF EXTENSION NUTRITIONIST WORKSHOP
Fort Collins, Colo., 1953

Purpose of Committee

The committee's purpose was to plan a weight-control program using television as a medium of mass education to supplement group meetings. Techniques in actual presentation of television programs can be obtained from "How To Do Home Economics TV," issued by Iowa State College, and other references.

The committee agreed to study an actual situation in Iowa and plan specifically for a program to be telecast at Iowa State College over WOI-TV.

I. Situation

Twenty-three counties in Iowa have put weight control into their family living program. Five counties are in the primary television area. It is the thinking of the committee that weight control could be taught in one or more of these counties by television. County extension home economists (home demonstration agents) would cooperate by organizing viewing groups, and follow through with an action program wherein the participants would set goals for weight loss and follow a reducing regime for a specific time. Participants would be formally enrolled in the television project in a local group sponsored by the Extension Service.

Nonextension groups might also be interested in enrolling in the television weight-control project by enrolling directly with WOI-TV or by joining a group sponsored by personnel from the State health department or other health agencies.

U.S. Department of Agriculture, Extension Service, Washington 25, D.C.

II. Planning

Since such a program will have wide coverage, and recommendations for weight control may be controversial, it will be necessary to make careful plans. Considerable personnel will be involved in building the program at the station and in the counties participating.

The committee suggest that adequate time be allowed to make contacts with all agencies and personnel concerned with the project. Extension nutritionists expect to begin work on the program September 1 and launch the first program early in January.

Suggested personnel and agencies to make up an advisory committee include:

1. Head of the department of foods and nutrition (Dr. Ercel Eppright).
2. Director of experiment station for home economics (Dr. Pearl Swanson).
3. Extension nutritionists (Graham, Smith, and Roberts).
4. Nutritionist for State health department (H. Lovell).
5. College health center (Dr. Gail McClure).
6. Extension health specialist (Merle Whorlow).
7. Director of State health council (Dr. E. G. Zimmerer).
8. County extension home economists in participating counties.
9. Home economics editor for television (Margaret McKeegan).

It will be necessary for the advisory committee to work out plans and procedures for the weight-control project and come to a common agreement concerning the recommendations and methods.

III. Promotion and publicity

A. On State or Area Basis

Various means of acquainting the people of Iowa with the plan for group action with television guidance will be used. Spot announcements over WOI Homemakers Half Hour program will be given frequently. Similar spot announcements can be made over WOI-TV. News stories sent to weekly and daily papers should acquaint the public with the plans and arouse their interest in participating.

Plans for group organization among nonextension groups could be formulated.

B. County Extension Groups' Participation

The specialist will council with county extension home economists within the primary television area and decide which counties or county wishes to participate in the action program. The county home economist with her county women's committee will make the final decisions as to county participation in the television weight-control programs.

1. Method used to organize special interest groups in the county.

At county organization tea, held in the fall, the special feature for the meeting will be a showing of the film Weight

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Control Through Diet. The film will be followed by a detailed explanation of the plan for conducting the weight-control project by television with local groups meeting to view the television show and carry on necessary discussions and other activities included in the plan.

Leaders will take the plan to the local committees. Decision will be made on the county basis whether one county weight-control group or several groups would best serve the need of those interested in enrolling.

C. Nonextension Groups

It is hoped that nonextension city groups will become interested in the weight-control program by the suggested spot announcement on radio and television, and news stories.

Nutritionists and nurses employed by the State health department could be responsible for leadership or technical advice for such groups.

IV. Time Schedule

A. Calendar

Late August or early September.

First meeting of representative of all sponsoring groups in Ames.

September.--Specialists and county extension home economist concerned with program make plans for launching it in the county.

September and October.--Show film Weight Reduction Through Diet at organization teas and plan county organization for viewing and participating group or groups.

Nonextension groups organize in a similar manner. Film could be available.

November and December.--Put on concentrated publicity program through all mass media.

January 1 - Kick-off meeting.

Interview or small panel of experts to discuss the overweight situation and what might be done about it. Explain the television weight-control project in detail and explain the procedure for enrolling in local groups.

January 2nd Thursday

Show film on television, followed by discussion by physician.

January 3rd Thursday

Diet patterns that have been affective. Demonstration on three meals for the day.

January 4th Thursday

Program designed as a morale builder. An interview with a member of a group.

February 1st Thursday

Progress report or interview between enrollee and doctor or specialist.

February 2nd Thursday

Program on problems encountered in losing weight and plans for future meetings in groups when program is to be given in group without aid of television.

The committee considered the possibility of monthly programs after the first 6 weeks followed by an achievement day.

March 15, Achievement Day

Selected participants to appear on the television program to show progress.

V. Procedure for Group Participation

A. Reducing regime to be used.

The plan used and recommended by Dr. Margaret Ohlsen, Michigan, is the one now being used in Iowa and will probably be the one used in television programs.

B. A doctor's approval for enrolling in the weight-control class will be required.

Blanks for enrolling and for doctor's approval, admission cards, records, and diet pattern information, will be provided by the Extension Service.

Requirements for participating, such as recordkeeping, weighing at regular intervals, and group attendance, similar to those used in Washington State, will be drawn up.

C. Pictures of participants before and after the project will be encouraged after enrollment.

It could be done by the county extension home economist.

D. Progress reports should be made at local group meetings and devices provided for helping individuals in the group to chart their progress. These reports should also be channeled to the television station.

E. Morale-building programs.

Programs either on the local level or television, which help to interest the participants in "becoming a new person," could include such subjects as:

1. Personal grooming.
2. Care of the hands.
3. Care of the hair and hair styling.
4. Foundation garments.
5. Making clothes fit the new figure.
6. Posture at work.
7. Low calorie party refreshments (raw food platter).
8. A style show.

VI. Results of Weight-control Experiment

The results should be summarized and publicised and plans for future work charted.

VII. References

See "Reference Material"
Nutrition Workshop
Colorado A & M College
August 3, 1953

Committee:
Janet Cameron
Estelle Fournet
Leslie Smith
Jewel Graham - Chairman

